



MAKAKILO/ KAPOLEI/ HONOKAI HALE NEIGHBORHOOD BOARD NO. 34

c/o NEIGHBORHOOD COMMISSION • 530 SOUTH KING STREET, ROOM 406 • HONOLULU, HAWAII, 96813
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**RESOLUTION SUPPORTING SERVICE IMPROVEMENTS TO THEBUS AND
URGING SUPPORT FOR THE MAYOR'S PROPOSED EXTERIOR FIXED ROUTE
BUS ADVERTISING PLAN**

WHEREAS, access to affordable and reliable transportation widens opportunity and is essential to addressing poverty, unemployment, and other equal opportunity goals such as access to good schools and health care services; and

WHEREAS, TheBus faces increases in operating costs at a time when it is the desire of the City & County of Honolulu's Administration and City Council that bus fares not be increased, and services be improved, prompting the Administration to consider alternative sources of sustainable revenues; and

WHEREAS, privately operated buses, carriers, trucks and trailers are permitted to advertise on the exterior of their vehicles; and

WHEREAS, state law does not prohibit exterior advertising on buses, giving the counties the power to regulate advertisement on public buses; and

WHEREAS, the Kapolei-Makakilo-Honokai Hale Neighborhood Board No. 34 finds that the Mayor's exterior bus advertising proposal is narrowly tailored to limit the types and sizes of advertisement and represents a fiscally sound decision to improve The Bus and The Handi-Van service to the people of the City & County of Honolulu; now, therefore,

BE IT RESOLVED that Neighborhood Board No. 34 strongly supports service improvements to TheBus and urges support for the Mayor's proposed exterior fixed route bus advertising plan in Bill 69 (2013); pursuant to implementation by the Department of Transportation Services of a review process regarding advertising content; and

BE IT FURTHER RESOLVED that copies of this resolution be transmitted to the Mayor of the City & County of Honolulu, all members of the Honolulu City Council, the Director of the City & County of Honolulu Department of Transportation Services, the City & County of Honolulu Department of Budget and Fiscal Services, all members of Ewa Neighborhood Board and all neighborhood board chairs.

The Makakilo/Kapolei/Honokai Hale Neighborhood Board No. 34 approved the resolution at its regular meeting on Thursday, March 27, 2014, 6-2-0 (Aye: D. Capelouto, M. Capelouto, Healy, Legal, O'Nale, and Souza Nay: Dudley and Spreg).

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